\* \* \* \* \* \* \* \* \* \* \* \* \* WISN-TV (Milwaukee, WI)

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# ELECTRONIC POLITICAL AND ISSUE ADVERTISING PUBLIC INSPECTION FILE CHECKLIST

This checklist must be completed for each federal, state, and local <u>political ad</u> or federal or state <u>issue</u> ad buy. These items must be placed in the station's Public Inspection File as soon as possible after they are available, and they must be maintained in the station's Public Inspection File for 2 years.

Candio	date/Issue	MATI	ONAL REAL	BLICAN SEN	LATE COMM	TTEE
candid	Dates (if one folder is used per ate, a separate checklist must be eted for each flight)	10/	17/12-1	0/23/12		
•	,				<u>Initials</u>	
1.	Executed Political/Issue Advertising Agreement (BPMHL-P3 or NAB PB-17	7)	Date:	1/8/13	2	
2.	Original contract showing requested time (when available)		Date:	8/20/12	D	
3.	Updated contracts as order changes.		Date:	10/16/12	2	
1.	Invoice of schedule as actually broadcas including amount of rebates given (exac date, time, class of time and amount			10/18/12	<u>a</u>	
	for each rebate), if any		Date:	1/8/13	&_	
			Checklist Com	pleted:		
		Ву:	<u>&amp;</u>			
		Date:	1/8/13			

## AGREEMENT FORM FOR NON-CANDIDATE/ISSUE ADVERTISEMENTS

Station and Location:  WISH MILWAUKEE					Date:	
Ü						
I,do hereby reque	est station time conc	erning the follo	owing issue:		·	
					***	
				***************************************		
Broadcast Length	Time of Day, Rotation or Package	Days	Class	Times pe Week	r Number of Weeks	
	Client	'Sed 1	of prov	vide		
	·					
Total Charg	jes:					
This broadcast time will be used by:						
Does the programming (in whole or in part) communicate "a message relating to any political matter of national importance?"						
	□ Yes			□ No		

For programming that "communicates a message relating to any political importance," list the name of the legally qualified candidate(s) the programming sought and the date(s) of the election(s) (if applicable):	
For programming that "communicates a message relating to any politica importance," attach Agreed Upon Schedule (Page 3)	l matter of national
I represent that the payment for the above described broadcast time has	been furnished by:
and you are authorized to announce the time as paid for by such person of furnishing the payment, if other than an individual person, is:	or entity. The entity
$\square$ a corporation; $\square$ a committee; $\square$ an association; $\square$ or other	r unincorporated group.
The names, offices, and addresses of the chief executive officers, director agents of the entity are named below (may be attached separately):	ors, and/or authorized
THIS STATION DOES NOT DISCRIMINATE OR PERMIT DISCRIMOF RACE OR ETHNICITY IN THE PLACEMENT OF ADVERTISING	
I agree to indemnify and hold harmless the station for any damages or liab reasonable attorney's fees, that may ensue from the broadcast of the above-advertisement(s). For the above-stated broadcast(s), I also agree to pretranscript, or tape, which will be delivered to the station at least before the time of the scheduled broadcasts.	-requested
TO BE SIGNED BY ISSUE ADVERTIS	SER
Date Signature Conf	tact Phone Number
TO BE SIGNED BY STATION REPRESA	ENTATIVE
Accepted	☐ Rejected
Signature Printed Name	Title

## CONTRACT



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	Contract / Re	vision		Alt Order #		
	902172	1		06112209		
Product						
NRSC						
Contract Dates	Estimate #					
10/17/12 - 10/23/12						
<u>Advertiser</u>			<u>Or</u>	iginal Date	/ Revision	
NRSC National Republica	an Senate Cor	nm	C	8/20/12	/ 08/20/12	
	Billing Cycle	Billing	Cal	endar	Cash/Trade	
	EOM/EOC	Broado	ast		Cash	
	Station	Accou	nt E	xecutive	Sales Office	
	WISN	Will Hi	ldel	orandt	HRP -Washingt	
	Special Hand	ling				
	Demographic					
	Adults 35+					
	IDB#	Advert	iser	Code	Product Code	
	9912521					
	Agency Ref			Advertiser	Ref	

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
1 WISN 10/17/12 10/19/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 3	5-6A <u>Rate</u> \$250.00	:30	NM 3	\$750.00
2 WISN 10/22/12 10/23/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 MT 2	5-6A <u>Rate</u> \$250.00	:30	NM 2	\$500.00
3 WISN 10/17/12 10/19/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12wTF 3	6-7A <u>Rate</u> \$500,00	:30	NM 3	\$1,500.00
4 WISN 10/22/12 10/23/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 MT 2	6-7A <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
5 WISN 10/17/12 10/19/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 3	7-9a <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
6 WISN 10/22/12 10/23/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 MT 2	7-9a <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
7 WISN 10/17/12 10/19/12 LIVE WITH KELLY!  Start Date	9-10am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
8 WISN 10/22/12 10/23/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 MT 2	9-10am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
9 WISN 10/17/12 10/19/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 3	10-11am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
10 WISN 10/22/12       10/23/12       The View         Start Date       End Date       Weekdays       Spots/Week         Week: 10/22/12       10/28/12       MT       2	10-11am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
11 WISN 10/17/12 10/19/12 THE CHEW	12P-1P	:30	NM 3	\$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

08/20/12 / 08/20/12



	Contract / Revision 902172 /	Alt Order # 06112209	
Contract Dates 10/17/12 - 10/23/12	Product NRSC	Estimate #	
Advertiser		iginal Date / Revision	_

NRSC National Republica

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tupo Spoto	A
Start Date End Date Weekdays Spots/Week	Rate	Days Length Week Rate	TypeSpots	Amount
Week: 10/15/12 10/21/12WTF 3	\$200.00		=	
12 WISN 10/22/12 10/23/12 THE CHEW Start Date End Date Weekdays Spots/Week	12P-1P <u>Rate</u>	:30	NM 2	\$400.00
Week: 10/22/12 10/28/12 MT 2	\$200.00		Ē	
13 WISN 10/17/12 10/19/12 3-4p	3-4p	:30	NM 3	\$1,500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        wTF         3	<u>Rate</u> \$500.00			
14 WISN 10/22/12 10/23/12 3-4p	3-4p	:30	NM 2	\$1,000.00
Start Date End Date Weekdays Spots/Week Week: 10/22/12 10/28/12 MT 2	<u>Rate</u> \$500.00			
15 WISN 10/17/12 10/19/12 DR. OZ	4P-5P	:30	NM 3	\$1,650.00
Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12        wtf         3	Rate	.00	11111	Ψ1,050.00
Week: 10/15/12 10/21/12wTF 3  16 WISN 10/22/12 10/23/12 DR. OZ	\$550.00 4P-5P	.20		04 400 00
Start Date	Rate	:30	NM 2	\$1,100.00
Week: 10/22/12 10/28/12 MT 2	\$550.00			
17 WISN 10/17/12 10/19/12 News M-F 5p Start Date End Date Weekdays Spots/Week	5-530pm Rate	:30	NM 3	\$2,550.00
Week: 10/15/12 10/21/12WTF 3	\$850.00			
18 WISN 10/22/12 10/23/12 News M-F 5p	5-530pm	:30	NM 2	\$1,700.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/22/1210/28/12MT2	<u>Rate</u> \$850.00			
19 WISN 10/17/12 10/19/12 News M-F 6p	6-630pm	:30	NM 3	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        wTF         3	<u>Rate</u> \$1,000.00			•
20 WISN 10/22/12 10/23/12 News M-F 6p	6-630pm	:30	NM 2	\$2,000.00
Start Date	Rate	.00		Ψ2,000.00
Week: 10/22/12 10/28/12 MT 2 21 WISN 10/17/12 10/19/12 Entertainment Tonigh	\$1,000.00	-20		
Start Date End Date Weekdays Spots/Week	630p-7pm <u>Rate</u>	:30	NM 3	\$2,400.00
Week: 10/15/12	\$800.00			
22 WISN 10/22/12 10/23/12 Entertainment Tonigh Start Date End Date Weekdays Spots/Week	630p-7pm Rate	:30	NM 2	\$1,600.00
Week: 10/22/12 10/28/12 MT 2	\$800.00			
23 WISN 10/17/12 10/19/12 Late News 10PM LTC	10-1030p	:30	· NM 2	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        W-F         2	<u>Rate</u> \$1,500.00			
24 WISN 10/22/12 10/23/12 Late News 10PM LTC	10-1030p	:30	NM 2	\$3,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         MT         2	<u>Rate</u> \$1,500.00			
N 25 WISN 10/18/12 10/18/12 Late News 1030PM LTC	1030p-11p	:30	NM 1	\$850.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        1         1	<u>Rate</u>	,,,,		ΨΟΟ0.00
Week: 10/15/12 10/21/121 1 26 WISN 10/22/12 10/22/12 Late News 1030PM LTC	\$850.00	-20	NINA .	***
Start Date End Date Weekdays Spots/Week	1030p-11p <u>Rate</u>	:30	NM 1	\$850.00
Week: 10/22/12 10/28/12 1 1	\$850.00			
27 WISN 10/17/12 10/18/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM 2	\$1,500.00
<u> </u>	1.4410			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



		Alt Order # 06112209
ontract Dates 0/17/12 - 10/23/12	Product NRSC	Estimate #

Advertiser Original Date / Revision 08/20/12 / 08/20/12 NRSC National Republica

		Spots/			
*Line Ch Start Date End Date Description		Days Length Week Rate	TypeS	pots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        wT         2	<u>Rate</u> \$750.00				
28 WISN 10/23/12 10/23/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	11p-1130p <u>Rate</u> \$750.00	:30	NM	1	\$750.00
29 WISN 10/22/12       10/22/12       CASTLE         Start Date       End Date       Weekdays       Spots/Week         Week: 10/22/12       10/28/12       1       1	Mon 9-10p <u>Rate</u> \$3,500.00	:30	NM	1	\$3,500.00
30 WISN 10/23/12 10/23/12 DANCE RESULTS <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	Tue 8-9p <u>Rate</u> \$5,000.00	:30	NM	1	\$5,000.00
31 WISN 10/20/12 10/20/12 News Sat 7-9a  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/121- 1	7-9am <u>Rate</u> \$350.00	:30	NM	1	\$350.00
32 WISN 10/20/12 10/20/12 News 5-530p  Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121- 1	5-530pm	:30	NM	1	\$500.00
33 WISN 10/20/12 10/20/12 News Sa 6p-7p  Start Date End Date Weekdays Spots/Week Week; 10/15/12 10/21/121- 1		:30	NM	1	\$550.00
34 WISN 10/21/12 10/21/12 News Sun 7-9a  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/121 1	7-9am <u>Rate</u> \$300.00	:30	NM	1	\$300.00
35 WISN 10/21/12 10/21/12 Sun 9-930A  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/121 1	9-930A	:30	NM	1	\$300.00
36 WISN 10/21/12 10/21/12 This Week With Georg <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	930-1030am <u>Rate</u> \$850.00	:30	NM	1	\$850.00
37 WISN 10/21/12 10/21/12 News Sun 530pm  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/121 1	Rate	:30	MM	1	\$500.00
38 WISN 10/21/12 10/21/12 Late News 10pm LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	10p-1030p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
39 WISN 10/21/12 10/21/12 Late News 10pm LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	10p-1030p <u>Rate</u> \$850.00	:30	NM	1	\$850.00
N 40         WISN 10/20/12         10/20/12         ABC Prime College Footbal           Start Date         End Date         Weekdays         Spots/Week           Week:         10/15/12         10/21/12        S-         1	7-1030p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
		Totals		76	\$54,400.00

Time Period	# of Spots	<b>Gross Amount</b>	Net Amount	
10/01/12 -10/23/12	76	\$54,400.00	\$46,240.00	
Totals	76	\$54,400,00	\$46 240 00	

<sup>(\*</sup> Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on confracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



	Contract / Revisio 902172 /	n Alt Order # 06112209
Contract Dates 10/17/12 - 10/23/12	Product NRSC	Estimate #
Advertiser NRSC National Republication	Original Date / Revision 08/20/12 / 08/20/12	

Signature:	 Date:	
	-	

## TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency (a) shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the race or this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

## **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the outer party at least 20 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

#### 3. OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### **PREEMPTIONS** 4.

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

### 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract. Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

6. AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

## INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf of Agency and/or Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notity and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

#### 8. **CONSEQUENTIAL DAMAGES**

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

## GENERAL

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b)	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercia
materials and other property	furnished by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in
connection with broadcasts of	xcept after its prior approval.

- (c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so as to relieve Advertiser of, or diminish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall apply to the media buying service. If this contract is made directly with Advertiser, references herein to Agency shall apply to Advertiser except that in such case no commission will be allowed.
- (d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on billings for broadcasts thereafter. Station is not required to broadcast hereunder for the benefit of any person other than Advertiser, or for a product or service other than that named on the face hereof.
- (e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is any inconsistency between these standard conditions and a provision on the face hereof, the latter shall govern. Failure of either party to enforce any of the provisions hereof shall not be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

Contract / Revision Alt Order # 902172 2 06112209 Product NRSC Contract Dates Estimate # 10/17/12 - 10/23/12 Advertiser Original Date / Revision NRSC National Republican Senate Comm 10/16/12 / 10/16/12 Billing Cycle Billing Calendar Cash/Trade EOM/EOC Broadcast Cash Station Account Executive Sales Office WISN Will Hildebrandt HRP -Washingt Special Handling **Demographic** Adults 35+ IDB# Advertiser Code Product Code 9912521

Agency Ref

Advertiser Ref

Spots/ \*Line Ch Start Date End Date Description Start/End Time Days Length Week Rate Type Spots Amount WISN 10/17/12 10/19/12 News M-F 5a 5-6A :30 NM \$750.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/15/12 10/21/12 \$250.00 WISN 10/22/12 10/23/12 News M-F 5a 5-6A :30 NM 2 \$500.00 Start Date **End Date** <u>Weekdays</u> Spots/Week Rate Week: 10/22/12 10/28/12 MT----2 \$250.00 WISN 10/17/12 10/19/12 News M-F 6a 6-7A :30 NM 3 \$1,500,00 Start Date **End Date** Weekdays Spots/Week Rate 10/15/12 10/21/12 -WTF--3 \$500.00 WISN 10/22/12 10/23/12 News M-F 6a :30 NM 2 \$1,000.00 Weekdays Start Date End Date Spots/Week Rate Week: 10/22/12 10/28/12 MT----\$500.00 WISN 10/17/12 10/19/12 Good Morning America 7-9a :30 NM 3 \$1,500.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 --WTF-\$500.00 3 WISN 10/22/12 10/23/12 Good Morning America :30 NM 2 \$1,000.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 MT----\$500.00 2 WISN 10/17/12 LIVE WITH KELLY! 10/19/12 9-10am :30 NM \$900.00 3 Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12 --WTF--3 \$300.00 10/23/12 WISN 10/22/12 LIVE WITH KELLY! 9-10am :30 NM 2 \$600.00 Start Date **End Date** Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 MT----2 \$300.00 WISN 10/17/12 10/19/12 The View 10-11am :30 NM 3 \$900.00 Start Date End Date <u>Weekdays</u> Spots/Week Rate Week: 10/15/12 10/21/12 --WTF--3 \$300.00 10 WISN 10/22/12 10/23/12 The View 10-11am :30 NM 2 \$600.00 Start Date End Date Weekdays Spots/Week Rate Week: 10/22/12 10/28/12 MT----2 \$300.00 11 WISN 10/17/12 10/19/12 THE CHEW 12P-1P :30 NM 3 \$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remein obligated to pay to stelion the amount of any bills rendered by station within the time specified and until payment in full is received by stelion. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 902172 / 2	Alt Order # 06112209
Contract Dates 10/17/12 - 10/23/12	Product NRSC	Estimate #
Advertiser NRSC National Reput		Original Date / Revision

*Line Ch Start Date End Date Description	Charle 17	Spots/	···	-	
Start Date End Date Weekdays Spots/Week	Start/End Time Rate	Days Length Week	Rate Type	Spots	Amount
Week: 10/15/12       10/21/12      wff       3         12 WISN 10/22/12       10/23/12       THE CHEW         Start Date       End Date       Weekdays       Spots/Week         Week: 10/22/12       10/28/12       MT       2	\$200.00 12P-1P <u>Rate</u> \$200.00	:30	NM	2	\$400.00
13 WISN 10/17/12 10/19/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12wTF 3	3-4p <u>Rate</u> \$500.00	:30	NM	3	\$1,500.00
14 WISN 10/22/12 10/23/12 3-4p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 MT 2	3-4p <u>Rate</u> \$500.00	:30	NM	2	\$1,000.00
15 WISN 10/17/12 10/19/12 DR. OZ  Start Date	4P-5P <u>Rate</u> \$550.00	:30	NM	3	\$1,650.00
16 WISN 10/22/12 10/23/12 DR. OZ  Start Date	4P-5P <u>Rate</u> \$550.00	:30	NM	2	\$1,100.00
17 WISN 10/17/12 10/19/12 News M-F 5p  Start Date	5-530pm <u>Rate</u> \$850.00	:30	NM	3	\$2,550.00
18 WISN 10/22/12 10/23/12 News M-F 5p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 MT 2	5-530pm <u>Rate</u> \$850.00	:30	NM	2	\$1,700.00
19 WISN 10/17/12 10/19/12 News M-F 6p <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 3	6-630pm <u>Rate</u> \$1,000.00	:30	NM	3	\$3,000.00
20 WISN 10/22/12       10/23/12       News M-F 6p         Start Date       End Date       Weekdays       Spots/Week         Week: 10/22/12       10/28/12       MT       2	6-630pm <u>Rate</u> \$1,000.00	:30	NM	2	\$2,000.00
veek: 10/15/12 10/21/12WTF 3	630p-7pm <u>Rate</u> \$800.00	:30	NM	3	\$2,400.00
vveek: 10/22/12 10/28/12 MT 2	630p-7pm <u>Rate</u> \$800.00	:30	NM	2	\$1,600.00
23 WISN 10/17/12 10/19/12 Late News 10PM LTC  Start Date	10-1030p <u>Rate</u> \$1,500.00	:30	NM	2	\$3,000.00
Week: 10/22/12 End Date Weekdays Spots/Week MT 2	10-1030p <u>Rate</u> \$1,500.00	:30	NM	2	\$3,000.00
25 WISN 10/18/12 10/18/12 Late News 1030PM LTC  Start Date	1030p-11p <u>Rate</u> \$850.00	:30	NM	1	\$850.00
26 WISN 10/22/12       10/22/12       Late News 1030PM LTC         Start Date       End Date       Weekdays       Spots/Week         Week:       10/22/12       10/28/12       1       1	1030p-11p <u>Rate</u> \$850.00	:30	NM	1	\$850.00
27 WISN 10/17/12 10/18/12 Nightline Start Date End Date Weekdays Spots/Week	11p-1130p <u>Rate</u>	:30	NM	2	\$1,500.00

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specified.

Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



**WISN TV** 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

	Contract / Revision 902172 /	on Alt Order # 2 06112209	
Contract Dates 10/17/12 - 10/23/12	Product NRSC	Estimate #	
Advertiser NRSC National Repub	lica	Original Date / Revision 10/16/12 / 10/16/12	

*Line Ch Start Date End Date Description	Start/End Time	Spots/	_	
Start Date End Date Weekdays Spots/Week	Start/End Time Rate	Days Length Week Rate	Type Spots	Amount
Week: 10/15/12 10/21/12WT 2	\$750.00			
Start Date End Date Weekdays Spots/Week	11p-1130p Rate	:30	NM 1	\$750.00
Week: 10/22/12 10/28/12 -1 1	\$750.00			
29 WISN 10/22/12 10/22/12 CASTLE Start Date End Date Weekdays Spots/Week	Mon 9-10p Rate	:30	NM 2	\$4,000.00
Week: 10/22/12 10/28/12 1 1	\$3,500.00			
Spot Ch Date Range Description 1 WISN 10/22/12-10/28/12 CASTLE	Start/End Time Mon 9-10p	Weekdays Length Rate	<u>Type</u>	
See MG 29.2,29.3	Won 9-10p	M <b>-</b> :30 \$3,500.00	NM	
2 WISN 10/18/12-10/18/12 LastResort ⊕ MG for 32.1,29.1	Thu 7-8p	Th :30 \$2,500.00	NM	
3 WISN 10/20/12-10/20/12 ABC Prime College Footba ⊕ MG for 32.1,29.1	l 7-1030p	Sa :30 \$1,500.00	NM	
30 WISN 10/23/12 10/23/12 DANCE RESULTS Start Date End Date Weekdays Spots/Week	Tue 8-9p	:30	NM 1	\$5,000.00
Week: 10/22/12 10/28/12 -1 1	<u>Rate</u> \$5,000.00			+0,000.00
31 WISN 10/20/12 10/20/12 News Sat 7-9a	7-9am	:30	NM 1	\$350.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        1-         1	<u>Rate</u> \$350.00			Φ350.00
32 WISN 10/20/12 10/20/12 News 5-530p	5-530pm	:30	NM 0	
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121- 1	<u>Rate</u> \$500.00	.00	NM 0	\$0.00
Spot Ch Date Range Description	\$500.00 Start/End Time	Weekdays Length Rate	Typo	
1 WISN 10/15/12-10/21/12 News 5-530p See MG 29.2,29.3	5-530pm	Sa :30 \$500.00	<u>Type</u> NM	
33 WISN 10/20/12 10/20/12 News Sa 6p-7p	6-7PM	-20		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 1	\$550.00
Week: 10/15/12 10/21/121- 1  34 WISN 10/21/12 10/21/12 News Sun 7-9a	\$550.00			
Start Date End Date Weekdays Spots/Week	7-9am <u>Rate</u>	:30	NM 1	\$300.00
Week: 10/15/12 10/21/121 1  35 WISN 10/21/12 10/21/12 Sun 9-930A	\$300.00			
35 WISN 10/21/12 10/21/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A Rate	:30	NM 1	\$300.00
Week: 10/15/12 10/21/121 1	\$300.00			
36 WISN 10/21/12 10/21/12 This Week With Georg Start Date End Date Weekdays Spots/Week	930-1030am	:30	NM 1	\$850.00
Week: 10/15/12 10/21/121 1	<u>Rate</u> \$850.00			
37 WISN 10/21/12 10/21/12 News Sun 530pm Start Date End Date Weekdays Spots/Meek	530-6p	:30	NM 1	\$500.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        1         1	<u>Rate</u> \$500.00		, , , ,	Ψ00.00
38 WISN 10/21/12 10/21/12 Late News 10pm LTC	10p-1030p	:30	NM 1	£4 F00 00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	<u>Rate</u> \$1,500.00		13191	\$1,500.00
39 WISN 10/21/12 10/21/12 Late News 10pm LTC	10p-1030p	:30	A13.4	
Week: 10/15/12 End Date Weekdays Spots/Week	Rate \$850.00	.50	NM 1	\$850.00
40 WISN 10/20/12 10/20/12 ABC Prime College Footbal	7-1030p	:30	NM 1	\$1,500.00

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	Contract / Revis 902172 /	ion 2	Alt Order # 06112209	
Contract Dates 10/17/12 - 10/23/12	Product NRSC		Estimate #	
Advertiser NRSC National Repub	lica	1	iginal Date / Revision 10/16/12 / 10/16/12	

		Spots/			
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type	Spots	Amount
Week: 10/15/12 End Date Weekdays Spots/Week 10/15/12 10/21/12S- 1	<u>Rate</u> \$1,500.00		.,,,,	Opola	Antount
N 41 WISN 10/17/12 10/17/12 World News Tonight  Start Date	M-Su 530-6p <u>Rate</u> \$3,500.00	:30	NM	1	\$3,500.00
N 42 WISN 10/17/12 10/19/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 1	1130-1230a <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 43 WISN 10/17/12 10/19/12 Jimmy Kimmel  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/12WTF 1	1130-1230a <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 44 WISN 10/17/12 10/19/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 1	1130-1230a <u>Rate</u> \$500.00	:30	NM	1	\$500.00
N 45 WISN 10/17/12 10/19/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 2	1230a-1a <u>Rate</u> \$150.00	:30	NM	2	\$300.00
N 46 WISN 10/17/12 10/19/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 4	1a-2a <u>Rate</u> \$50.00	:30	NM	4	\$200.00
		Totals		86	\$59,900.00

Time Period	# of Spots	Gross Amount	Net Amount
10/01/12 -10/23/12	86	\$59,900.00	\$50,915.00
Totals	86	\$59,900.00	\$50,915.00

Signature:	Date:	
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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

## TERMS AND STANDARO CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entify ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liabilify shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liabilify to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

## OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station rails to broadcast any or all or the amnouncements) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

#### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

## 5. **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract. Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

## AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

## 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and hold harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b) materials and other property furni connection with broadcasts excep	The Station shall exercise normal precautions in handling of property and mail, but assumes no liability for loss or damage to program or commercial shed by the Agency in connection with broadcasts hereunder. The Station will not accept or process mail, correspondence, or telephone calls in tafter its prior approval.
hereunder (excluding advertising Advertiser has theretofore made party monies which may be or bet statement of account) from Statio billings within 45 days after the en as to relieve Advertiser of, or dimi	Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment ext. Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment thereof nely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third come payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current in that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on do fit he month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so nish Advertiser's liability for breach of its obligations hereunder. If this contract is with a media buying service, all references herein to Agency shall led that in such case no commission will be

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]



CONTRACT

And:

Strategic Media - DC 3299 K St NW Suite 200 Washington, DC 20007

	A				
	Contract / Re	vision		Alt Order #	
	902172	/ 3		06112209	
Product				····	
NRSC					
Contract Dates	Estimate #				
10/17/12 - 10/23/12					
<u>Advertiser</u>			Or	iginal Date	/ Revision
NRSC National Republica	ın Senate Cor	nm	1	0/18/12	/ 10/18/12
100	Billing Cycle	Billing	Cal	endar	Cash/Trade
	EOM/EOC	Broade	cast		Cash
	Station	Accou	nt E	xecutive	Sales Office
	WISN	Will Hi	ldet	orandt	HRP -Washingt
	Special Hand	ling			
	Demographic				
	Adults 35+				
	<u>IDB#</u> 9912521	Advert	ıser	Code	Product Code
	Agency Ref			Advertiser	Ref

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Type Spots	Amount
1 WISN 10/17/12 10/19/12 News M-F 5a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 3	5-6A <u>Rate</u> \$250.00	:30	NM 3	\$750.00
2 WISN 10/22/12 10/23/12 News M-F 5a Start Date	5-6A <u>Rate</u> \$250.00	:30	NM 2	\$500.00
3 WISN 10/17/12 10/19/12 News M-F 6a <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12wTF 3	6-7A <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
4 WISN 10/22/12 10/23/12 News M-F 6a  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 MT 2	6-7A <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
5 WISN 10/17/12 10/19/12 Good Morning America Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12wTF 3	7-9a <u>Rate</u> \$500.00	:30	NM 3	\$1,500.00
6 WISN 10/22/12 10/23/12 Good Morning America <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 MT 2	7-9a <u>Rate</u> \$500.00	:30	NM 2	\$1,000.00
7 WISN 10/17/12 10/19/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12wTF 3	9-10am <u>Rate</u> \$300.00	:30	NM 3	\$900.00
8 WISN 10/22/12 10/23/12 LIVE WITH KELLY! <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 MT 2	9-10am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
N 9 WISN 10/17/12 10/19/12 The View <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12wTF 3	10-11am <u>Rate</u> \$300.00	:30	NM 2	\$600.00
Spot Ch Date Range Description 2 WISN 10/15/12-10/21/12 The View See MG 27.3	Start/End Time 10-11am	Weekdays         Length         Rate          wThF         :30         \$300.00	<u>Type</u> NM	
10 WISN 10/22/12 10/23/12 The View	10-11am	:30	NM 2	\$600.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise



Contract / Revision Alt Order# 902172 / 3 06112209 Contract Dates Product Estimate # 10/17/12 - 10/23/12 NRSC

Advertiser Original Date / Revision NRSC National Republica 10/18/12 / 10/18/12

*1.* 01 0. 15 1 5 1		Spots/		
*Line Ch Start Date End Date Description	Start/End Time	Days Length Week Rate	Type Spots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         MT         2	<u>Rate</u> \$300.00			-
11 WISN 10/17/12 10/19/12 THE CHEW	12P-1P	:30	NM 3	<b>#</b> C00.00
<u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12wTF 3	<u>Rate</u>	.00	14141 3	\$600.00
12 WISN 10/22/12 10/23/12 THE CHEW	\$200.00			
Start Date End Date Weekdays Spots/Week	12P-1P <u>R</u> ate	:30	NM 2	\$400.00
Week: 10/22/12 10/28/12 MT 2	\$200.00			
13 WISN 10/17/12 10/19/12 3-4p Start Date End Date Weekdays Spots/Week	3-4p	:30	NM 3	\$1,500.00
Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/12WTF 3	<u>Rate</u> \$500.00			
14 WISN 10/22/12 10/23/12 3-4p	3-4p	:30	NM 2	\$1,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         MT         2	Rate			Ψ1,000.00
15 WISN 10/17/12 10/19/12 DR. OZ	\$500.00 4P-5P	.00		
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 3	\$1,650.00
Week: 10/15/12 10/21/12WTF 3	\$550.00			
16 WISN 10/22/12 10/23/12 DR. OZ Start Date End Date Weekdays Spots/Week	4P-5P	:30	NM 2	\$1,100.00
Week: 10/22/12 10/28/12 MT 2	<u>Rate</u> \$550.00			
N 17 WISN 10/17/12 10/19/12 News M-F 5p	5-530pm	:30	NM 2	\$1,700.00
Start DateEnd DateWeekdaysSpots/WeekWeek: 10/15/1210/21/12wTF3	<u>Rate</u> \$850.00			4.17.00.00
Spot Ch Date Range Description	Start/End Time	Weekdays Length Rate	<u>Tvpe</u>	
1 WISN 10/15/12-10/21/12 News M-F 5p	5-530 <i>pm</i>	WThF :30 \$850.00	NM	
See MG 27.3  18 WISN 10/22/12 10/23/12 News M-F 5p				
Start Date End Date Weekdays Spots/Week	5-530pm Rate	:30	NM 2	\$1,700.00
Week: 10/22/12 10/28/12 MT 2	\$850.00			
19 WISN 10/17/12 10/19/12 News M-F 6p Start Date End Date Weekdays Spots/Week	6-630pm	:30	NM 3	\$3,000.00
Week: 10/15/12	<u>Rate</u> \$1,000.00			
20 WISN 10/22/12 10/23/12 News M-F 6p	6-630pm	:30	NM 2	\$2,000.00
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         MT         2	Rate		1410	φ2,000.00
N 21 WISN 10/17/12 10/19/12 Entertainment Tonigh	\$1,000.00 630p-7pm			
Start Date End Date Weekdays Spots/Week	Rate	:30	NM 2	\$1,600.00
Week: 10/15/12	\$800.00			
Spot Ch Date Range Description 1 WISN 10/15/12-10/21/12 Entertainment Tonigh	Start/End Time 630p-7pm	<u>Weekdays</u> <u>Length</u> <u>Rate</u> WThF :30 \$800.00	Type	
See MG 27.3	ocop i pin	WThF :30 \$800.00	NM	
22 WISN 10/22/12 10/23/12 Entertainment Tonigh	630p-7pm	:30	NM 2	\$1,600.00
Week: 10/22/12 End Date Weekdays Spots/Week	<u>Rate</u> \$800.00			
23 WISN 10/17/12 10/19/12 Late News 10PM LTC	10-1030p	:30	NM 2	¢2 000 00
Start Date End Date Weekdays Spots/Week	Rate	.50	NM 2	\$3,000.00
	\$1,500.00			
24 WISN 10/22/12 10/23/12 Late News 10PM LTC Start Date End Date Weekdays Spots/Week	10-1030p <u>Rate</u>	:30	NM 2	\$3,000.00
	Liuto		į.	

(\* Line Transactions: N = New, E = Edited, D = Deleted)

Notwilhslanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise

otherwise, on contracts, insertion orders, copy instituctions or any correspondence when some containing with the above refins and containing. Four works according to the containing specified.

Hearst letevision inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



WISN TV 759 N. 19th Street Milwaukee, WI 53233 (414)342-8812

Contract / Revision Alt Order# 902172 / 3 06112209 Contract Dates Product Estimate #

\dvertiser_		Original Date / Revision
NRSC National Republica		10/18/12 / 10/18/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week Rate	Tumo Spota	
Start Date         End Date         Weekdays         Spots/Week           Week: 10/22/12         10/28/12         MT         2	Rate \$1,500.00	Days Longill Week Rate	Type Spots	Amount
25 WISN 10/18/12 10/18/12 Late News 1030PM LTC  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/121 1	1030p-11p <u>Rate</u> \$850.00	:30	NM 1	\$850.00
26 WISN 10/22/12 10/22/12 Late News 1030PM LTC  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 1 1	1030p-11p <u>Rate</u> \$850.00	:30	NM 1	\$850.00
N 27 WISN 10/17/12 10/18/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12wT 2	11p-1130p <u>Rate</u> \$750.00	:30	NM 2	\$3,450.00
Spot Ch Date Range Description  1 W/SN 10/15/12-10/21/12 Nightline See MG 27.3	Start/End Time 11p-1130p	Weekdays         Length         Rate          wTh         :30         \$750.00	<u>Type</u> NM	
3 WISN 10/23/12-10/23/12 World News Tonight  MG for 21.1,17.1,9.2,27.1	M-Su 530-6p	-Tu :30 \$2,700.00	NM	
28 WISN 10/23/12 10/23/12 Nightline <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 -1 1	11p-1130p <u>Rate</u> \$750.00	:30	NM 1	\$750.00
29 WISN 10/22/12 10/22/12 CASTLE <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/22/12 10/28/12 1 1	Mon 9-10p <u>Rate</u> \$3,500.00	:30	NM 2	\$4,000.00
<u>Spot Ch</u> <u>Date Range</u> <u>Description</u> 1 WISN 10/22/12-10/28/12 CASTLE  See MG 29.2,29.3	Start/End Time Mon 9-10p	Weekdays         Length         Rate           M         :30         \$3,500.00	<u>Type</u> <i>NM</i>	
2 WISN 10/18/12-10/18/12 LastResort ⊕ MG for 32.1,29.1	Thu 7-8p	Th :30 \$2,500.00	NM	
3 WISN 10/20/12-10/20/12 ABC Prime College Footbal	7-1030p	Sa :30 \$1,500.00	NM	
30 WISN 10/23/12 10/23/12 DANCE RESULTS  Start Date End Date Weekdays Spots/Week  Week: 10/22/12 10/28/12 -1 1	Tue 8-9p Rate \$5,000.00	:30	NM 1	\$5,000.00
31 WISN 10/20/12 10/20/12 News Sat 7-9a  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/121- 1	7-9am <u>Rate</u> \$350,00	:30	NM 1	\$350.00
32 WISN 10/20/12 10/20/12 News 5-530p  Start Date End Date Weekdays Spots/Week  Week: 10/15/12 10/21/121 1	5-530pm <u>Rate</u> \$500.00	:30	NM 0	\$0.00
<u>Spot Ch Date Range Description</u> 1 W/SN 10/15/12-10/21/12 News 5-530p  See MG 29.2,29.3	Start/End Time 5-530pm	Weekdays Length RateSa :30 \$500.00	Type NM	
33 WISN 10/20/12 10/20/12 News Sa 6p-7p  Start Date	6-7PM <u>Rate</u> \$550.00	:30	NM 1	\$550.00
34 WISN 10/21/12 10/21/12 News Sun 7-9a  Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121 1	7-9am <u>Rate</u> \$300.00	:30	NM 1	\$300.00
35 WISN 10/21/12 10/21/12 Sun 9-930A Start Date End Date Weekdays Spots/Week	9-930A Rate	:30	NM 1	\$300.00

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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Hearst television inc, does not discriminate in the sale of advertising time, and will accept no advertising which is placed with an intent to discriminate on the basis of race or ethnicity. Advertiser hereby represents and warrants that it is not purchasing broadcast air time under this advertising sales contract for a discriminatory purpose, including but not limited to decisions not to place advertising on particular stations on the basis of race or ethnicity.



	Contract / Revision	Alt Order #	_
	902172 / 3	06112209	
Contract Dates	Product	Estimate #	
10/17/12 - 10/23/12	NRSC		
			_

<u>Advertiser</u> Original Date / Revision NRSC National Republica 10/18/12 / 10/18/12

*Line Ch Start Date End Date Description	Start/End Time	Spots/ Days Length Week	Rate Type S	Snots	Amount
Start Date         End Date         Weekdays         Spots/Week           Week: 10/15/12         10/21/12        1         1	<u>Rate</u> \$300.00		,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	poto	Amount
36 WISN 10/21/12 10/21/12 This Week With Georg  Start Date	930-1030am <u>Rate</u> \$850.00	:30	NM	1	\$8 50.00
37 WISN 10/21/12 10/21/12 News Sun 530pm Start Date End Date Weekdays Spots/Week Week: 10/15/12 10/21/121 1	530-6p <u>Rate</u> \$500.00	:30	NM	1	\$500.00
38 WISN 10/21/12 10/21/12 Late News 10pm LTC <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/121 1	10p-1030p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
39 WISN 10/21/12 10/21/12 Late News 10pm LTC  Start Date	10p-1030p <u>Rate</u> \$850.00	:30	NM	1	\$850.00
40 WISN 10/20/12 10/20/12 ABC Prime College Footbal  Start Date	7-1030p <u>Rate</u> \$1,500.00	:30	NM	1	\$1,500.00
41 WISN 10/17/12 10/17/12 World News Tonight <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12w 1	M-Su 530-6p <u>Rate</u> \$3,500.00	:30	NM	1	\$3,500.00
42 WISN 10/17/12 10/19/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 1	1130-1230a <u>Rate</u> \$500.00	:30	NM	1	\$500.00
43 WISN 10/17/12 10/19/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 1	1130-1230a <u>Rate</u> \$500.00	:30	NM	1	\$500.00
44 WISN 10/17/12 10/19/12 Jimmy Kimmel <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 1	1130-1230a <u>Rate</u> \$500.00	:30	NM	1	\$500.00
45 WISN 10/17/12 10/19/12 ET M-F <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 2	1230a-1a <u>Rate</u> \$150.00	:30	NM	2	\$300.00
46 WISN 10/17/12 10/19/12 DR. OZ ON <u>Start Date</u> <u>End Date</u> <u>Weekdays</u> <u>Spots/Week</u> Week: 10/15/12 10/21/12WTF 4	1a-2a <u>Rate</u> \$50.00	:30	NM	4	\$200.00
		Totals		83	\$59,900.00

Time Period # of Spots Gross Amount Net Amount 10/01/12 - 10/23/12 83 \$59,900.00 \$50,915.00 Totals 83 \$59,900.00 \$50,915.00

Signature: Date:	
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Notwithstanding to whom bills are rendered, advertiser, agency and service, jointly and severally, shall remain obligated to pay to station the amount of any bills rendered by station within the time specified and until payment in full is received by station. Payment by advertiser to agency or to service or payment by agency to service, shall not constitute payment to station. Station will not be bound by conditions, printed or otherwise, on contracts, insertion orders, copy instructions or any correspondence when such conflict with the above terms and conditions. Four weeks advance cancellation notice is required unless otherwise specified.

## TERMS AND STANDARD CONDITIONS FOR PURCHASE OF BROADCAST ADVERTISING

The person, firm or other business entity ("Agency") contracting to purchase broadcast advertising time on behalf of the advertiser named on the face of this contract ("Advertiser") and the station accepting this contract ("Station") hereby agree that this contract shall be governed by the following conditions and terms:

#### 1. **BILLING AND PAYMENTS**

- Station will, from time to time at intervals following broadcasts hereunder, bill Agency on behalf of Advertiser at address on the face hereof. Agency shall pay Station thereon at address on bill on or before the 15th day of each month following that in which broadcast occurred or on such other date as may be specified in the invoice.
- (b) Except where this contract is made directly with the Advertiser described on the face of this contract, it is understood that Agency makes this contract both for itself and as agent for the Advertiser and that Agency agrees, on behalf of the Advertiser and of itself, that Agency and Advertiser are and shall be jointly and severally liable for all payments to be made by agency to Station and for all obligations undertaken to be performed by Agency.

#### 2. **TERMINATION**

- (a) Unless otherwise specified on the face hereof, either party may terminate this contract, without cause, upon giving the other party at least 28 days prior notice provided that, if notice is given by Agency, termination shall not be effective until after two (2) weeks of broadcasting hereunder. If Agency so terminates this contract, it shall pay Station at the earned rate for all broadcasts pursuant to this contract through the effective date of termination.
- (b) Station may, upon notice to Agency, terminate this contract at any time; (i) upon material breach by Agency; (ii) if Station fails to receive timely payment on billing; or (iii) if Advertiser's or Agency's credit is, in Station's reasonable opinion, impaired. Upon such termination, all unpaid accrued charges hereunder shall immediately become due and payable. The Agency's only liability shall be to pay for telecasts completed hereunder prior to cancellation by Station.
- (c) Agency may, upon notice to Station, terminate this contract at any time upon material breach by Station. Upon such termination, the Station's only liability shall be to pay as liquidated damages a sum equal to the lesser of the following: (i) the actual noncancellable out-of-pocket costs necessarily incurred by Agency in performance of this contract through date of such termination, or (ii) the total which would be due to Station hereunder if, on the date on which Agency gives notice of cancellation, Station had given notice of termination pursuant to Paragraph 2(a) effective at the earliest date permitted thereunder.
- Neither party shall have any liability to the other upon termination pursuant to this Paragraph 2, except as provided in this Paragraph 2 and Paragraph 7.

## OMISSION OF BROADCAST

If, as a result of an act of God, force majeure, public emergency, labor dispute, restriction imposed by law or governmental order, mechanical breakdown, or where necessary to enable the Station to comply with the Communications Act of 1934, as amended, to satisfy the "reasonable access" and/or "equal opportunity" requirements for certain political candidates, or any other similar or dissimilar cause beyond the Station's reasonable control, Station fails to broadcast any or all of the announcement(s) or programs to be broadcast hereunder, Station shall not be in breach hereof, but Agency shall be entitled to an adjustment as follows: (i) if no part of a scheduled broadcast is made, a later broadcast shall be made at a reasonably satisfactory substitute date and time, and if no such time is available, the time charges allocable to the omitted broadcast shall be waived; (ii) if a material part, but not all, of a scheduled broadcast is omitted, a later broadcast shall be made at a reasonable substitute date and time, and Agency shall continue to pay full charge. The foregoing shall not deprive Agency of the benefit of any discounts which it would have earned hereunder if the broadcast had been made in its entirety.

### 4. **PREEMPTIONS**

Station shall have the right to cancel any broadcast or portion thereof covered by this contract in order to broadcast any program or event which, in the Station's sole discretion, it deems to be of greater public interest or significance. Station may also recapture time previously sold when necessary to comply with its obligations to make available "reasonable access" and/or "equal opportunities" to certain political candidates under the Communications Act of 1934, as amended. Station will notify Agency of such cancellation as promptly as reasonably possible, if the parties cannot agree upon a satisfactory substitute date and time, the broadcast so preempted shall be deemed canceled without affecting the rate, discounts or rights provided under this contract, except that Agency will not have to pay Station any charges allocable to the canceled broadcast.

## **FIXED RATE PURCHASES**

Notwithstanding the provisions of Paragraphs 3 and 4 above, unless the omitted or preempted announcement was purchased as a single buy or at a fixed (i.e., not a preemptible) rate, and it is so indicated on the face of this contract, Station may preempt at its sole discretion for any reason. In the event of preemption or omission, unless otherwise agreed to by Station, Agency shall continue to pay the full charge (no credit or refund will be given) but Agency shall be accorded another announcement at a reasonably satisfactory substitute date and time, at no additional charge therefor.

## AGENCY MATERIAL

All commercial materials (if so specified on the face of this contract, all program materials, including talent) shall be furnished by Agency and delivered to Station at Agency's sole cost and expense. Agency shall deliver all materials not less than 48 hours (exclusive of Saturdays, Sundays and holidays) in advance of broadcast. All materials furnished by Agency (i) shall not be contrary to the public interest, (ii) shall conform to the Station's then existing program and operating policies and quality standards, and (iii) are subject to Station's prior approval and continuing right to reject or to cause Agency to edit such materials. Station will not be liable for loss or damage to Agency's material or, even if accepted by Station, for communications from others.

If Agency requests within 30 days of last broadcast hereunder, Station will, at Agency's expense, return Agency material to Agency. If Agency does not so request, Station has the right to dispose of all Agency material any time after 60 days following the last broadcast hereunder.

#### 7. INDEMNIFICATION

Agency and Advertiser will jointly and severally indemnify and hold harmless Station from and against all claims, demands, debts, obligations or charges (including reasonable attorney fees and disbursements) which arise out of or result from the broadcast, preparation for broadcast or contemplated broadcast of materials furnished by or on behalf hold harmless Agency and Advertiser or furnished by Station at Agency's request for use in connection with Agency's or Advertiser's commercial material, and Station will similarly indemnify and harmless Agency and Advertiser with respect to all materials furnished by Station. The indemnitee shall promptly notify and cooperate with the indemnitor with respect to any claim. The provisions of this paragraph shall survive the termination or expiration of this contract.

## 8. CONSEQUENTIAL DAMAGES

Agency and Station hereby agree that consequential damages resulting from any breach of this contract, pursuant to Paragraph 2, or any omission of broadcast, pursuant to Paragraph 3, or any preemption of broadcast, pursuant to Paragraph 4, are speculative and neither Agency not Station shall be held liable for any consequential damages incurred. This consequential damage exclusion provision is an allocation of risk separate and apart from provisions specifying or limiting either Agency's or Station's remedies for breach.

### 9. **GENERAL**

(a) Station will broadcast the announcements and programs covered by this contract on the dates and at the approximate hourly times provided on the face hereof.

(b) The Station shall exercise normal precautions in handling of promaterials and other property furnished by the Agency in connection with broadcasts hereunder. The connection with broadcasts except after its prior approval.	roperty and mail, but assumes no liability for loss or damage to program or commercia he Station will not accept or process mail, correspondence, or telephone calls in
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(c) Agency is acting as agent for a disclosed principal (i.e., the Advertiser named on the face hereof) and Agency will act as agent for making payment on all billings hereunder. However, Agency shall be primarily liable for the Advertiser's payment of sums due hereunder and Station shall look initially to Agency for the payment unless and until Agency fails to timely remit payment or becomes insolvent. Advertiser shall be liable to Station and not to agency on all unpaid billings for services rendered by Station hereunder (excluding advertising agency commissions), but only to the extent that Advertiser has not theretofore made payment to the Agency thereon, and to the extent that Advertiser has theretofore made payment to the Agency thereon (i) while knowing that Agency has entered into an agreement or arrangement purporting to assign or pledge to a third party monies which may be or become payable by Advertiser or Agency, or that Agency was in danger of becoming insolvent; or (ii) after receiving notice (together with a current statement of account) from Station that Agency is seriously delinquent under this or any other advertising agreement(s) between Station and Agency be failing to make payment on billings within 45 days after the end of the month in which service is provided thereunder. Nothing herein contained relating to the payment of billings by Agency shall be construed so apply to the media buying service, all references herein to Agency shall allowed.

(d) Agency shall not assign this contract except to another agency which succeeds to its business of representing Advertiser and provided such other agency assumes all its obligations hereunder. Advertiser may, upon notice to Station, change its agency and only the successor agency shall be entitled to commissions, if any, on the face hereof.

(e) This contract contains the entire understanding between the parties, cannot be changed or terminated orally, and shall be construed in accordance with the laws of the State of New York, and with the Communications Act of 1934, as amended, and with the rules and regulations of the FCC issued pursuant thereto. When there is be construed as a general relinquishment or waiver of that or any other provision. All notices hereunder (except for notices under Paragraph 4) shall be in writing, given only by prepaid telegram or mail, addressed to the other party at the address on the face hereof, and shall be deemed given on the date of dispatch.

[For additional information relating to political advertising, Agencies and Advertisers are encouraged to request a copy of the Station's current political advertising disclosure statement.]

Alt Order #



WISN TV 759 N. 19th Street Milwaukee, WI 53233 Main: (414)342-8812 Billing: (781)433-4283

Invoice # Invoice Date Invoice Month Invoice Period 902172-1 10/28/12 October 2012 10/01/12 - 10/23/12

Station	Account Executive	Sales Office	Sales Region
WISN	Will Hildebrandt	HRP -Washingto	National

Advertiser Product Estimate Number NRSC National Republican NRSC

> 10/17/12 - 10/23/12 902172 06112209 Billing Calendar Billing Type Deal # Broadcast Cash

Order#

Special Handling

Flight Dates

IDB# Advertiser Code Product Code 9912521

Agency Ref Advertiser Ref

Billing Address:

Strategic Media - DC Attention: Accounts Payable 3299 K St NW Suite 200 Washington, DC 20007

Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

							Spots/			
ine	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
1	10/17/12	10/19/12	News M-F 5a	5-6A	WTF	:30	3	\$250.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12WTF	Spots/Week 3	<u>Rate</u> \$250.00					
	Spots: # Ch	Day Air	Date Air Time Desc	ription	Start/End Tim	e Lena	th Ad-ID			Rate Typ
	1 WI	SN W 10/	/17/12 4:59 AM News	M-F 5a	5-6A		O NRSCWIO	312TVH		\$250.00 N
	2 WI	SN Th 10/	/18/12 4:58 AM News	s M-F 5a	5-6A	:3	O NRSCWIO	312TVH		\$250.00 N
	3 WI	SN F 10/	/19/12 4:58 AM News	M-F 5a	5-6A	;3	0 NRSCWIO	B12TVH		\$250.00 N
2	10/22/12	10/23/12	News M-F 5a	5-6A	MT	:30	2	\$250.00	NM	
	Weeks:	Start Date 10/22/12	End Date MTWTFSS MT	Spots/Week 2	<u>Rate</u> \$250.00					
	Spots: # Ch	<u>Day Air</u>	Date Air Time Desc	<u>ription</u>	Start/End Tim	<u>e Leng</u>	th Ad-ID			<u>Rate</u> Typ
	1 W	SN M 10/	22/12 5:24 AM News	M-F 5a	5 <b>-</b> 6A	:3	O NRSCWIOS	312TVH		\$250.00 N
	2 WI	SN Tu 10/	23/12 5:14 AM News	M-F 5a	5-6A	:3	0 NRSCWIO	312TVH		\$250.00 N
3	10/17/12	10/19/12	News M-F 6a	6-7A	WTF	:30	3	\$500.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSSWTF	Spots/Week 3	<u>Rate</u> \$500.00					
	Spots: <u>#</u> Ch	<u>Day</u> <u>Aìr</u>			Start/End Tim	<u>e</u> <u>Leng</u>	th Ad-ID			Rate Typ
	3 WI		17/12 6:24 AM News	M-F 6a	6-7A	;3	O NRSCWIOS	312TVH		\$500.00 N
			18/12 5;59 AM News	M-F 6a	6-7A	;3	O NRSCWIOS	312TVH		\$500.00 N
	1 WI	SN F 10/	19/12 6:22 AM News	M-F 6a	6-7A	:3	0 NRSCWIO3	312TVH		\$500.00 N
4	10/22/12	10/23/12	News M-F 6a	6-7A	MT	:30	2	\$500.00	NM	
1	Weeks:	Start Date 10/22/12	End Date MTWTFSS 10/28/12 MT	Spots/Week 2	<u>Rate</u> \$500.00					
	Spots: <u>#</u> Ch	<u>Day</u> <u>Air</u>	Date <u>Air Time</u> Descr	iption	Start/End Time	<u> Lengi</u>	h Ad-ID			Rate Typ
	-		22/12 6:16 AM News	M-F 6a	6-7A	;3	O NRSCWIO3	312TVH		\$500.00 N
	2 WI	SN Tu 10/	23/12 6:23 AM News	M-F 6a	6-7A	:3	0 NRSCWI03	312TVH		\$500.00 N
5	10/17/12	10/19/12	Good Morning Americ	a 7-9a	WTF	:30	3	\$500,00	NM	
1	Weeks:	Start Date 10/15/12	End Date	Spots/Week 3	<u>Rate</u> \$500.00	-				
;	Spots: # Ch	<u>Day Air</u>	Date <u>Air Time</u> Descr	<u>iption</u>	Start/End Time	<u>e Lengt</u>	h Ad-ID			Rate Typ
		SN W 10/	17/12 7:55 AM Good	Morning America	7-9a		O NRSCWIO3			\$500.00 NI

## INVOICE



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Lehigh Valley, PA 18002-6879

| Invoice # | Invoice Date | Invoice Month | Invoice Period | | 10/28/12 | October 2012 | 10/01/12 - 10/23/12 |

l Advertiser	IProduct	lEstimate Number
		=======================================
NRSC National Republican	NRSC	
141100 Hatsonas Nepublican	INTOO	

Line Start Date E	End Date I	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
5 10/17/12 1	0/19/12	Good Morning America	a 7-9a	WTF	:30	3	\$500.00	NM	
Spots: # Ch 3 WISN 2 WISN		12 8:39 AM Good	<u>ption</u> Morning America Morning America	Start/End Time 7-9a 7-9a	:30	1 <u>Ad-ID</u> ) NRSCWI03 ) NRSCWI03			<u>Rate</u> <u>Type</u> \$500.00 NM \$500.00 NM
6 10/22/12 1	0/23/12	Good Morning America	1 7-9a	MT	:30	2	\$500.00	NM	
	0/22/12 10 Day <u>Air Dat</u> M 10/22/	12 8:59 AM Good	Morning America	<u>Rate</u> \$500.00 <u>Start/End Time</u> 7-9a	:30	1 <u>Ad-ID</u> ) NRSCWIO3 ) NRSCWIO3			<u>Rate</u> <u>Type</u> \$500.00 NM
		IVE WITH KELLY!	Morning America	7-9a					\$500.00 NM
			9-10am	WTF	:30	3	\$300.00	NM	
	0/15/12 10 <u>Day</u> <u>Air Dat</u> W 10/17/ <sup>-</sup> Th 10/18/ <sup>-</sup>	9:49 AM LIVE V 9:46 AM LIVE V	VITH KELLY! VITH KELLY!	<u>Rate</u> \$300.00 <u>Start/End Time</u> 9-10am 9-10am 9-10am	:30 :30	1 <u>Ad-ID</u> ) NRSCWIO3 ) NRSCWIO3 ) NRSCWIO3	12TVH		Rate Type \$300.00 NM \$300.00 NM \$300.00 NM
8 10/22/12 1	0/23/12 L	IVE WITH KELLY!	9-10am	MT	:30	2	\$300.00	NM	
Spots: <u>#</u> Ch 1 WISN 2 WISN	/22/12 10 Day Air Dat M 10/22/1 Tu 10/23/1	9:50 AM LIVE V 9:56 AM LIVE V	VITH KELLY! VITH KELLY!	Rate \$300.00 <u>Start/End Time</u> 9-10am 9-10am	:30 :30	I <u>Ad-ID</u> ) NRSCWIO3 ) NRSCWIO3	12т∨н		<u>Rate</u> <u>Type</u> \$300.00 NM \$300.00 NM
9 10/17/12 1	0/19/12 <b>T</b>	he View	10-11am	WTF	:30	3	\$300.00	NM	
	/15/12 10 Day Air Dat W 10/17/1 Th 10/18/1 See MG 27.3 F 10/19/1 Credited	2 9:58 AM The Vi 2 <i>Th</i> e Vi 3	ew ew ew	Rate \$300.00 <u>Start/End Time</u> 10-11am <i>10-11</i> am			12тvн		Rate Type \$300.00 NM \$300.00 NM \$300.00 NM
10 10/22/12 10	0/23/12 T	he View	10-11am	MT	:30	2	\$300.00	NM	
	/22/12 10. <u>Day</u> <u>Air Date</u> M 10/22/1	2 10:34 AM The Vi	ew	<u>Rate</u> \$300.00 <u>Start/End Time</u> 10-11am 10-11am	:30	<u>i Ad-ID</u> ) NRSCWIO3 ) NRSCWIO3			<u>Rate Type</u> \$300.00 NM \$300.00 NM
11 10/17/12 10	0/19/12 <b>T</b>	HE CHEW	12P-1P	WTF	:30	3	\$200.00	NM	
10/	715/12 10/ <u>Day</u> <u>Air Date</u> W 10/17/1 Th 10/18/1	2 12:00 PM THE C 2 12:00 PM THE C	HEW HEW	Rate \$200.00 Start/End Time 12P-1P 12P-1P 12P-1P	:30	Ad-ID ) NRSCWIO3 ) NRSCWIO3 ) NRSCWIO3	12TVH		Rate Type \$200.00 NM \$200.00 NM \$200.00 NM



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Invoice Month Invoice # Invoice Date Invoice Period 902172-1 10/28/12 October 2012 10/01/12 - 10/23/12

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3 ....

Advertiser	Product	Estimate Number
NRSC National Republican	NRSC	

Spots/ Line Start Date End Date Description Start/End Time MTWTFSS Length Week Rate Type 12P-1P 12 10/22/12 10/23/12 THE CHEW MT----:30 2 \$200.00 NM End Date **MTWTFSS** Weeks: Start Date Spots/Week Rate 10/22/12 10/28/12 MT----\$200.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN M 10/22/12 12:28 PM THE CHEW 12P-1P 30 NRSCWI0312TVH \$200.00 NM 12:56 PM THE CHEW 2 WISN Tu 10/23/12 12P-1P 30 NRSCWI0312TVH \$200.00 NM 13 10/17/12 10/19/12 3-4p 3-4p --WTF--\$500.00 NM **MTWTFSS** Start Date Weeks: End Date Spots/Week Rate 10/15/12 10/21/12 --WTF--\$500.00 Day Air Date Spots: # Ch Air Time Description Start/End Time Length Ad-ID Rate Type 3 WISN W 10/17/12 3:31 PM 3-4p 3-4p 30 NRSCWI0312TVH \$500.00 1 WISN Th 10/18/12 3:37 PM 3-4p :30 NRSCWI0312TVH 3-4p \$500,00 NM 2 WISN F 10/19/12 3:32 PM 3-4p 3-4p 30 NRSCWI0312TVH \$500.00 NM 14 10/22/12 10/23/12 3-4p 3-4p MT----:30 \$500.00 NM Start Date End Date **MTWTFSS** Weeks: Spots/Week Rate 10/22/12 10/28/12 MT----\$500.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 30 NRSCWI0312TVH 2 WISN M 10/22/12 3:54 PM 3-4p 3-4p \$500.00 NM 10/23/12 3:30 PM 3-4p 1 WISN Tu 3-4p 30 NRSCWI0312TVH \$500.00 NM 15 10/17/12 10/19/12 DR. OZ 4P-5P --WTF--:30 \$550.00 NM Weeks: Start Date End Date **MTWTFSS** Spots/Week Rate 10/15/12 10/21/12 --WTF--\$550.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 1 WISN W 10/17/12 4:39 PM DR. OZ 4P-5P :30 NRSCWI0312TVH \$550.00 NM 10/18/12 30 NRSCWI0312TVH 2 WISN Th 4:36 PM DR. OZ 4P-5P \$550.00 NM 3 WISN F 10/19/12 4:39 PM DR. OZ 4P-5P 30 NRSCWI0312TVH \$550.00 NM 10/23/12 16 10/22/12 DR. OZ 4P-5P MT----:30 \$550.00 NM Weeks: Start Date End Date **MTWTFSS** Spots/Week Rate 10/22/12 10/28/12 MT----2 \$550.00 Spots: # Ch Air Time Description Day Air Date Start/End Time Length Ad-ID Rate Type 10/22/12 2 WISN M 4:20 PM DR. OZ 4P-5P 30 NRSCWI0312TVH \$550.00 NM 1 WISN Tu 10/23/12 4:26 PM DR. OZ 4P-5P 30 NRSCWI0312TVH \$550.00 NM 17 10/17/12 10/19/12 News M-F 5p 5-530pm --WTF--.30 3 \$850.00 NM Weeks Start Date End Date **MTWTFSS** Spots/Week Rate 10/15/12 10/21/12 --WTF--\$850.00 Spots: # Ch Day Air Date Air Time Description Start/End Time Length Ad-ID Rate Type 3 WISN W 10/17/12 5:11 PM News M-F 5p 5-530pm 30 NRSCWI0312TVH \$850.00 NM 1 WISN Th 10/18/12 News M-F 5p 5-530pm :00 \$850.00 NM See MG 27.3 10/19/12 30 NRSCWI0312TVH 2 WISN F 5:22 PM News M-F 5p 5-530pm \$850.00 NM 18 10/22/12 10/23/12 News M-F 5p 5-530pm MT----:30 \$850.00 NM **MTWTFSS** Spots/Week Weeks Start Date **End Date** Rate 10/22/12 10/28/12 MT----\$850.00 Day Air Date Spots: # Ch Air Time Description Start/End Time Length Ad-ID Rate Type 2 WISN M 10/22/12 5:30 PM News M-F 5p 5-530pm 30 NRSCWI0312TVH \$850.00 NM 1 WISN Tu 10/23/12 5:20 PM News M-F 5p 30 NRSCWI0312TVH 5-530pm \$850.00 NM



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902172-1 10/28/12 October 2012 10/01/12 - 10/23/12	Invoice #	Invoice Date	Invoice Month	Invoice Period
	902172-1	<b>1</b> 0/ <b>2</b> 8/ <b>1</b> 2	October 2012	10/01/12 - 10/23/12

Advertiser		Estimate Number
NRSC National Republican	NRSC	

ine Start Date	End Date	Descript	tion	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Type	
19 10/17/12	10/19/12	News M	I-F 6p	6-630pm	WTF	:30	3	\$1,000.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	WTF	Spots/Week 3	<u>Rate</u> \$1,000.00					
Spots: # C			ir Time Descri		Start/End Time		h Ad-ID	222		Rate Type
	-		5:22 PM News   5:22 PM News	•	6-630pm 6-630pm	-	O NRSCWIO O NRSCWIO			\$1,000.00 NM
		/10/12		М-F 6р	6-63 <i>0pm</i>	.s :0	-	3121411		\$1,000.00 NM \$1,000.00 NM
	Credited MG app			contract 902331	C CC 4,2		•			01,000.00 TVIV
20 10/22/12	10/23/12	News M		6-630pm	MT	:30	2	\$1,000.00	NM	
Weeks:	Start Date 10/22/12	End Date 10/28/12	MTWTFSS MT	Spots/Week 2	<u>Rate</u> \$1,000.00					
Spots: # Cl			ir Time Descri		Start/End Time		h <u>Ad-ID</u>			Rate Type
			:21 PM News I	•	6-630pm		0 NRSCWIO			\$1,000.00 NM
2 W	ISN Tu 10	/23/12 6	:24 PM News I	M-F 6p	6-630pm	:3	0 NRSCWIO	312TVH		\$1,000.00 NM
21 10/17/12	10/19/12	Entertair	nment Tonigh	630p-7pm	WTF <b></b>	:30	3	\$800.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	MTWTFSS	Spots/Week 3	<u>Rate</u> \$800.00					
Spots: # Ch	n <u>Day Air</u>	<u>Date</u> <u>Ai</u>	r Time Descri	<u>otion</u>	Start/End Time	Lengt	h Ad-ID			Rate Type
				inment Tonigh	630p-7pm	:30	O NRSCWIÖ	312TVH		\$800.00 NM
1 WI	ISN Th 10/ See MG	/18/12 27.3	Enterta	ainment Tonigh	630p-7pm	:0	0			\$800.00 NM
2 W		27.3 119/12	Enterta	inment Tonigh	630p-7pm	:0	o			\$800.00 NM
	Credited MG appr			contract 902331						\$000 <del>.00</del> 14177
22 10/22/12	10/23/12	Entertair	ment Tonigh	630p-7pm	MT	:30	2	\$800.00	NM	
Weeks:	Start Date 10/22/12	End Date 10/28/12	MTWTFSS MT	Spots/Week 2	<u>Rate</u> \$800.00					
Spots: # Ch			<u>r Time</u> <u>Descri</u>		Start/End Time	Lengtl	h Ad-ID			Rate Type
2 WI	SN M 10/ Credited	22/12	Enterta	inment Tonigh	630p-7pm	:0	0			\$800.00 NM
			er to move to	contract 902331						
1 WI				inment Tonigh	630p-7pm	:30	0 NRSCWIO	312TVH		\$800.00 NM
23 10/17/12	10/19/12	Late Nev	vs 10PM LTC	10-1030p	W-F	:30	2	\$1,500.00	NM	
Weeks:	Start Date 10/15/12	End Date 10/21/12	<u>MTWTFS5</u> W-F	Spots/Week 2	<u>Rate</u> \$1,500.00					
Spots: # Ch			<u>r Time</u> Descrip		Start/End Time		h <u>Ad-ID</u>			Rate Type
				ews 10PM LTC	10-1030p		0 NRSCWIO			\$1,500.00 NM
				ews 10PM LTC	10-1030p		) NRSCWIO		-	\$1,500.00 NM
24 10/22/12	10/23/12		vs 10PM LTC	10-1030p	MT	:30	2	\$1,500.00	NM	
Weeks:	Start Date 10/22/12	End Date 10/28/12	MTWTFSS MT	Spots/Week 2	<u>Rate</u> \$1,500.00					· · · · · · · · · · · · · · · · · · ·
Spots: # Ch			Time Descrip		Start/End Time		1 Ad-ID			Rate Type
				ews 10PM LTC	10-1030p		) NRSCWIO:			\$1,500.00 NM
				ews 10PM LTC	10-1030p		) NRSCWIO:		<b>N1-</b> -	\$1,500.00 NM
25 10/18/12	10/18/12		/s 1030PM LT0		1	:30	1	\$850.00	NM	
Weeks:	Start Date	End Date	MTWTFSS	Spots/Week	<u>Rate</u>					

## INVOICE



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| Invoice # | Invoice Date | Invoice Month | Invoice Period | 902172-1 | 10/28/12 | October 2012 | 10/01/12 - 10/23/12

Advertiser	Product	Estimate Number
NRSC National Republican	NDSC	
INVOC Mariottal Mehanifeati	MASC	

www.wisn.com						Spots/			
Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Week	Rate	Туре	
25 10/18/12	10/18/12	Late News 1030PM L	TC 1030p-11p	1	:30	1	\$850.00	NM	
Spots: # C	10/15/12 h <u>Day Air</u> /ISN Th 10/		1 iption News 1030PM LTC	\$850.00 <u>Start/End Time</u> 1030p-11p		h <u>Ad-ID</u> D NRSCWIO:	31277/4		<u>Rate</u> <u>Type</u> \$850.00 NM
26 10/22/12	10/22/12	Late News 1030PM L		1	:30	1	\$850.00		\$850.00 NM
				T	.30		\$05U.UU	NM 	
Weeks: Spots: <u>#</u> C 1 W			Spots/Week 1 iption News 1030PM LTC	<u>Rate</u> \$850.00 <u>Start/End Time</u> 1030p-11p		h <u>Ad-ID</u> ) NRSCWIO:	312TVH		<u>Rate</u> <u>Type</u> \$850.00 NM
27 10/17/12	10/18/12	Nightline	11p-1130p	WT	:30	2	\$750.00	NM	
2 W	ISN W 10/ See MG 1 ISN Th 10/1	17/12 Nightl	ine	Rate \$750.00 Start/End Time 11p-1130p 11p-1130p M-Su 530-6p	:00:	1 Ad-ID ) ) NRSCWIO: ) NRSCWIO:			Rate Type \$750.00 NM \$750.00 NM \$2,700.00 NM
28 10/23/12	10/23/12	Nightline	11p-1130p	-1	:30	1	\$750.00	NM	
Weeks: Spots: <u>#</u> Ch 1 W	10/22/12 1 <u>Day Air I</u>	End Date MTWTFSS 10/28/12 -1 Date Air Time Descri 23/12 11:10 PM Nightli		Rate \$750.00 Start/End Time 11p-1130p		1 <u>Ad-ID</u> ) NRSCW103	312TVH		<u>Rate</u> <u>Type</u> \$750.00 NM
29 10/22/12	10/22/12	CASTLE	Mon 9-10p	1	:30	1	\$3,500.00	NM	
Weeks: Spots: <u>#</u> Ch 2 Wi	10/22/12 n <u>Day Air I</u> ISN Th 10/1	8/12 7:22 PM LastRe		<u>Rate</u> \$3,500.00 <u>Start/End Time</u> Thu 7-8p		1 <u>Ad-ID</u> ) NRSCWIO3	312⊤∨н		<u>Rate Type</u> \$2,500.00 NM
3 WI	MG for 32 SN Sa 10/2	0/12 6:59 PM ABC F	rime College Footbal	7-1030p	:30	) NRSCWIOS	312TVH		\$1,500.00 NM
1 W	MG for 32 SN <i>M</i> 10/2 See <i>MG</i> 2	22/12 CAST	LE	Mon 9-10p	:00:	)			\$3,500.00 NM
30 10/23/12	10/23/12	DANCE RESULTS	Tue 8-9p	-1	:30	1	\$5,000.00	NM	
Weeks: Spots: # Ch	10/22/12	End Date MTWTFSS 10/28/12 -1 Date Air Time Descri	Spots/Week 1	Rate \$5,000.00 Start/End Time	l ength	Ad-ID			Poto Tuno
	SN Tu 10/2			Tue 8-9p		NRSCWIO3	12TVH		<u>Rate Type</u> \$5,000.00 NM
31 10/20/12	10/20/12	News Sat 7-9a	7-9am	1-	:30	1	\$350.00	NM	
Weeks: Spots: <u>#</u> Ch 1 Wl	10/15/12			<u>Rate</u> \$350.00 <u>Start/End Time</u> 7-9am		<u>Ad-ID</u> ) NRSCWIO3	12TVH		<u>Rate</u> <u>Type</u> \$350.00 NM
32 10/20/12	10/20/12	News 5-530p	5-530pm	1-	:30	1	\$500.00	NM	
Weeks:	Start Date	End Date MTWTFSS	Spots/Week	Rate					



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Invoice # 902172-1

Invoice Date 10/28/12

1 273

Invoice Month October 2012 Invoice Period 10/01/12 - 10/23/12

Advertiser

Product

Estimate Number

NRSC National Republican NRSC

Line Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
32 10/20/12	10/20/12	News 5-530p	5-530pm	1-	:30	1	\$500.00	NM	
Spots: <u>#</u> Ch 1 WI	SN Sa 10.			\$500.00 <u>Start/End Time</u> 5-530 <i>pm</i>		th Ad-ID			<u>Rate</u> <u>Type</u> \$500.00 NM
33 10/20/12	10/20/12	News Sa 6p-7p	6-7PM	1-	:30	1	\$550.00	NM	
Weeks: Spots: <u>#</u> Ch 1 Wl	Start Date 10/15/12 <u>Day</u> Air SN Sa 10/	10/21/121- Date <u>Air Time</u> Descrir		<u>Rate</u> \$550.00 <u>Start/End Time</u> 6-7PM		h <u>Ad-ID</u> 0 nrscwi0	312TVH		<u>Rate</u> <u>Type</u> \$550.00 NM
34 10/21/12	10/21/12	News Sun 7-9a	7-9am	1	:30	1	\$300.00	NM	
Weeks: Spots: <u>#</u> Ch 1 Wis	Start Date 10/15/12 <u>Day Air</u> SN Su 10/	10/21/121 <u>Date Air Time Descrip</u>		Rate \$300.00 <u>Start/End Time</u> 7-9am	***************************************	h <u>Ad-ID</u> 0 nrscw10:	312TVH		<u>Rate</u> <u>Type</u> \$300.00 NM
35 10/21/12	10/21/12	Sun 9-930A	9-930A	1	:30	1	\$300.00	NM	
Spots: # Ch	<u>Start Date</u> 10/15/12 <u>Day</u> <u>Air</u> SN Su 10/	10/21/121 <u>Date</u> <u>Air Time</u> <u>Descrip</u>		<u>Rate</u> \$300.00 <u>Start/End Time</u> 9-930A	***************************************	h <u>Ad-ID</u> O NRSCWIO:	312TVH		<u>Rate</u> <u>Type</u> \$300.00 NM
36 10/21/12	10/21/12	This Week With Georg	930-1030am	1	:30	1	\$850.00	NM	
Spots: <u>#</u> Ch		10/21/121		<u>Rate</u> \$850.00 <u>Start/End Time</u> 930-1030am	***************************************	h <u>Ad-ID</u> 0 NRSCWIO	312т∨н		<u>Rate</u> <u>Type</u> \$850.00 NM
37 10/21/12	10/21/12	News Sun 530pm	530-6p	1	:30	1	\$500.00	NM	
Spots: <u>#</u> Ch	SN Su 10/2	10/21/121 <u>Date Air Time Descrip</u>		Rate \$500.00 <u>Start/End Time</u> 530-6p		h <u>Ad-ID</u> O NRSCWIO:	312TVH		Rate Type \$500.00 NM
38 10/21/12	10/21/12	Late News 10pm LTC	10p-1030p	<del></del> 1	:30	1	\$1,500.00	NM	
Spots: # Ch	Start Date 10/15/12 <u>Day Air</u> SN Su 10/2			Rate \$1,500.00 <u>Start/End Time</u> 10p-1030p		h <u>Ad-ID</u> 0 NRSCWIO3	312TVH		<u>Rate</u> <u>Type</u> \$1,500.00 NM
39 10/21/12	10/21/12	Late News 10pm LTC	10p-1030p	1	:30	1	\$850.00	NM	
Spots: # Ch	Start Date 10/15/12 Day Air I N Su 10/2 Credited MG appro		ws 10pm LTC	Rate \$850.00 <u>Start/End Time</u> 10p-1030p	<u>Lengtl</u> :0	n <u>Ad-ID</u> 0			Rate Type \$850-00 NM
40 10/20/12	10/20/12	ABC Prime College Foo		S-	:30	1	\$1,500.00	NM	



Send Payment To: WISN TV PO Box 26879 Lehigh Valley, PA 18002-6879

Invoice # Invoice Date Invoice Month Invoice Period 902172-1 10/28/12 October 2012 10/01/12 - 10/23/12

23.3

l Advertiser	Product	Estimate Number
		<u>==0a</u>
NRSC National Republican	NRSC	1
Title o Hadional Hopabildan		

	Start Date	End Data	Description	Start/End Time	MTVCTCC	Langth	Spots/	Data	T	
				Statvend Time	MTWTFSS	Length	Week	Rate	Туре	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12S-	<u>Spots/Week</u> 1	<u>Rate</u> \$1,500.00					
	Spots: # Ch			•	Start/End Time	Lenat	h <u>Ad-ID</u>			Rate Typ
		SN Sa 10		Prime College Footbal	7-1030p		0 NRSCWIO	312TVH		\$1,500. <b>0</b> 0 N
		LR - Foo	otball							
41	10/17/12	10/17/12	World News Tonight	M-Su 530-6p	W	:30	1	\$3,500.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSSW	<u>Spots/Week</u> 1	<u>Rate</u> \$3,500.00					
	Spots: # Ch			<u>ription</u>	Start/End Time	<u>Lengt</u>	h <u>Ad-ID</u>			<u>Rate Typ</u>
	1 Wis	SN W 10/	/17/12 5:55 PM World	News Tonight	M-Su 530-6p	:3	0 NRSCWIO	312TVH		\$3,500.00 N
42	10/17/12	10/19/12	Jimmy Kimmel	1130-1230a	WTF	:30	1	\$500.00	NM	
	Weeks:	Start Date 10/15/12	End Date MTWTFSS 10/21/12WTF	Spots/Week 1	<u>Rate</u> \$500.00					
	Spots: # Ch	<u>Day Air</u>	Date Air Time Descr	<u>iption</u>	Start/End Time	Lengt	h Ad-ID			Rate Typ
	1 WIS	SN Th 10/	/18/12 12:25 AM Jimmy	y Kimmel	1130-1230a	:3	0 NRSCWIO	312TVH		\$500.00 N
43	10/17/12	10/19/12	Jimmy Kimmel	1130-1230a	WTF	:30	1	\$500.00	NM	
,		Start Date 10/15/12	End Date MTWTFSS 10/21/12WTF	Spots/Week	<u>Rate</u> \$500.00					
	Spots: # Ch			iption .	Start/End Time	Lengt	h Ad-ID			Rate Typ
	1 WIS	N F 10/	19/12 12:15 AM Jimmy	/ Kimmel	1130-1230a	:3	0 NRSCWIO	312TVH		\$500.00 N
44	10/17/12	10/19/12	Jimmy Kimmel	1130-1230a	WTF	:30	1	\$500.00	NM	
		Start Date 10/15/12	End Date MTWTFSS 10/21/12WTF	Spots/Week 1	<u>Rate</u> \$500.00					
	Spots: # Ch	<u>Day</u> Air	Date Air Time Descri	iption	Start/End Time	Lengt	h Ad-ID			Rate Typ
	1 WIS	N W 10/	17/12 12:24 AM Jimmy	/ Kimmel	1130-1230a	:3	0 NRSCWIO	312TVH		\$500.00 N
45	10/17/12	10/19/12	ET M-F	1230a-1a	WTF	:30	2	\$150.00	NM	
'		Start Date 10/15/12	End Date MTWTFSS 10/21/12WTF	Spots/Week 2	<u>Rate</u> \$150.00			_		
;	Spots: # Ch	Day Air			Start/End Time	Lenati	n Ad-ID			Rate Typ
	2 WIS	N Th 10/	18/12 12:42 AM ET M-	F	1230a-1a	:30	NRSCWIO:	312TVH		\$150.00 N
	1 WIS	N F 10/	19/12 12:48 AM ET M-	F	1230a-1a	:30	) NRSCWIO:	312т∨н		\$150.00 N
	10/17/12	10/19/12	DR. OZ ON	1a-2a	WTF	:30	4	\$50.00	NM	
46		Start Date	End Date MTWTFSS	Spots/Week	<u>Rate</u> \$50.00					
		10/15/12	1U/21/12WIF							
١		10/15/12 Day Air	10/21/12WTF Date Air Time Descri	ption .	Start/End Time	Lenati	า Ad-ID			Rate Tyn
١		Day Air			<u>Start/End Time</u> 1a-2a		<u>n Ad-ID</u> D NRSCWIO:	312TVH		<u>Rate Typ</u> \$50.00 Ni
١	Spots: <u>#</u> Ch 4 WIS 1 WIS	<u>Day Air</u> N W 10/1 N W 10/1	Date         Air Time         Descri           17/12         1:12 AM DR. O.           17/12         1:39 AM DR. O.	Z ON		:30				<u>Rate</u> <u>Typ</u> \$50.00 NN \$50.00 NN
١	Spots: <u>#</u> Ch 4 WIS 1 WIS 2 WIS	<u>Day Air l</u> N W 10/1 N W 10/1 N Th 10/1	Date         Air Time         Descri           17/12         1:12 AM DR. O.           17/12         1:39 AM DR. O.           18/12         1:13 AM DR. O.	Z ON Z ON Z ON	1a-2a 1a-2a 1a-2a	:30 :30	) NRSCWIO: ) NRSCWIO: ) NRSCWIO:	312TVH 312TVH		\$50.00 N
١	Spots: <u>#</u> Ch 4 WIS 1 WIS	<u>Day Air l</u> N W 10/1 N W 10/1 N Th 10/1	Date         Air Time         Descri           17/12         1:12 AM DR. O.           17/12         1:39 AM DR. O.	Z ON Z ON Z ON	1a-2a 1a-2a	:30 :30	O NRSCWIO:	312TVH 312TVH		\$50.00 Ni \$50.00 Ni

INVOICE

Gross Total

\$56,150.00





Invoice #	Invoice Date	Invoice Month	Invoice Period
902172-1	10/28/12	October 2012	10/01/12 - 10/23/12

<u>Advertiser</u>	Product	Estimate Number
NRSC National Republican	NRSC	

Agency Commission

\$8,422.50

Net Amount Due \$47,727.50